

CONFIDENTIAL - PRODUCED PURSUANT TO PROTECTIVE ORDER

Novant Health Annual Incentive Plan Goal Matrix: Fiscal 2018

PLAINTIFF'S EXHIBIT

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- Please enter Employee ID in the yellow field indicated. Your employee data should auto-populate.
- All individual goals should have a weighted value of 20% or more totaling 100% for all goals.
- Achievement Score must reach Threshold to receive a score greater than Zero, Threshold to reach Target, and Target to reach Maximum.
- Scores may be prorated between Threshold and Target, and Target and Maximum.
- The form has been protected for structure and formulas. Please do not rename sheets, or restructure the form.
- Please do not consolidate goals sheets for multiple employees into a single workbook. Each participant must have an individual file.
- Goal Sharing: if you are sharing a goal, please list all other participants who are sharing the goal with you (first and last name) in the "Area of Performance" cell and/or on the new for 2018 "Shared Goal Detail" tab.
- Supporting information may be included on the "Supporting Information" tab; additional tabs may be added if needed (do not rename the "Goals" worksheet.)
- If goals are modified/updated during the year for any reason, updated forms must be submitted to Human Resources within 30 days of change for approval.

Questions?	Please select the link:	Annual Goal Questions
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Enter Employee ID	160368	If information does not auto populate, or information has changed, enter corrected information below:	Tier:	002
Name	Duvall, David		Goal Opportunity for Tier:	25%-40%-50%
Title	SVP Marketing & Communications		System / Individual Weighting	50% / 50%
Department Leader	Corporate Marketing Cureton, Jesse			
If role has changed, start date of new role:		Notes for HR Compensation:		
SYSTEM GOAL Area of Performance	THRESHOLD Score: 1	TARGET Score: 2	MAXIMUM Score: 3	WT
Team Member Engagement	4.20 OR 64 th percentile ranking	4.26 OR 77 th percentile ranking	4.33 OR 89 th percentile ranking	25%
Growth Increase Adjusted Discharges (.5wt) NMG Encounters (.5wt)	Adjusted Discharges 1% AND NMG Encounters 4.7%	Adjusted Discharges 2.5% AND NMG Encounters 8.7%	Adjusted Discharges 4% AND NMG Encounters 12.7%	25%
Quality	70% of Indicators at or above top performance	80% of Indicators at or above top performance	90% of Indicators at or above top performance	25%
System Financial Health	7% OCF	10% OCF	13% OCF	25%
SCORE				100%
Weighted System Score	System Weight:	50%		0.000

INDIVIDUAL Area of Performance	THRESHOLD Score: 1	TARGET Score: 2	MAXIMUM Score: 3	WEIGHT (should total 100%)	ACHIEVEMENT SCORE (minimum of 1 and maximum of 3)	TOTAL (will automatically calculate)
Digital MarComm Engagement	Launch RV platform, w/ new appts. = to Epic 2017 baseline	Launch RV platform and integrate net new tracking metric into MMX model	Launch RV and team member CONNECT app; 80% of pilot group download; receive actionable feedback from 50%	33%		0.000
Brand Building	Launch new campaign; gain statistically significant change in aided/unaided awareness	Launch EET (sales team) and PRM tool; learn, refine, scale	Launch new campaign and gain statistically significant change in trust equity	34%		0.000
Consumer Centricity (Health Mgmt. Academy)	Build core elements of new digital pre-diabetes journey	Build core elements of digital pre-diabetes journey and integrate Health Ebasket	Pilot program with 100 team members and receive actionable feedback from 33%	33%		0.000
						0.000
						0.000
SCORE				100%		0.000
Weighted Individual Score	Individual Weight:	50%				0.000

Weighted Score:		0.0
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Approved Goal Matrix DDuvall VS 2018.XLSX